Pocket DAY-TIMER

the one and only pocket diary with functionalized pages —

Challenges you to match its convenience and efficiency with any pocket diary

HELPS YOU

- Plan Time
- Save Time
- Find Time

COMPARE . . .

Is yours a blank page diary?
Is it functionalized?

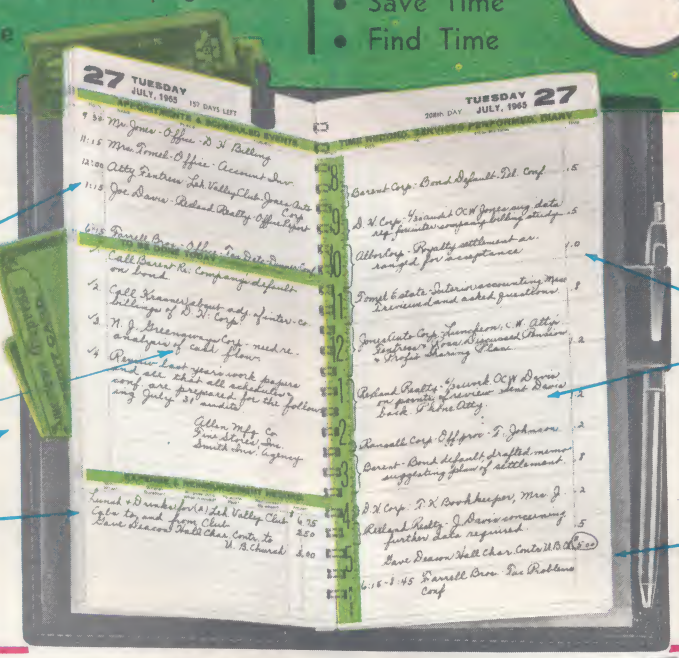
Pocket DAY-TIMER is the one and only pocket memo diary with two pages for each day, functionalized with separate sections combining in one book the functions of five: an appointment book—a 'tickler' reminder system—a diary and activity record—a time and expense record—a work and project planner.

You carry the current month's filler book in a wafer thin wallet that fits your inside coat pocket (the Junior size fits your shirt pocket). Thousands of busy and successful executives swear by it. No finer diary is available at any price . . . yet Pocket DAY-TIMER costs less than 3¢ a day.

"EXTRA! If you send for your trial set within 10 days, we will include free filler books for the balance of the year, plus two valuable tax tip booklets, and a 12-page guide by Management Consultant, Henry Schindall, "How To Add Hours To Your Day."

WON'T LET YOU FORGET

- Appointments
- Monthly Planning Pages
- Gummed Slips for Future Months
- "Tickler" Reminders
- Convenient Pockets for Money and Cards
- Record Travel and Entertainment Expenses as They Occur



BECOMES A PERMANENT RECORD

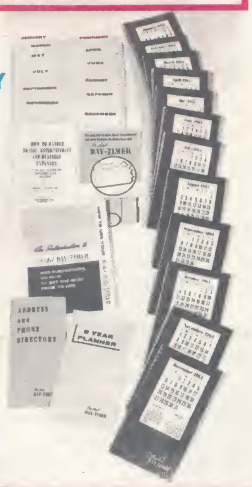
- Automatically Times Your Day
- Results of Meetings, Quotations, Etc.
- Slim Gold and Black Fine Line Ball Point Pen
- 6-Year Planner
- Address and Phone Directory

WAFER **THIN** WALLET FITS INSIDE COAT POCKET . . . JUNIOR SIZE FITS SHIRT POCKET!

CONTAINS EVERYTHING YOU NEED TO PLAN, EXECUTE AND RECORD A MORE PROFITABLE DAY

Twelve monthly filler books with gummed memos and monthly planning pages—12 file ledger folders—address and phone directory—six year planner—instructions—sturdy wood file box—handsome wallet—fine line ball-point pen—two free tax booklets.

Pocket DAY-TIMER, Incorporated
P.O. Box 1728, DEPT. CA-25 Allentown, Pa. 18105



Lady DAY-TIMER multi-purpose secretary

With the same features of the Pocket DAY-TIMER shown above plus smartly styled, fashion red purse to hold folding money, coins, cards and pictures. For the busy woman executive, secretary, club woman, civic leader and homemaker.

Pocket DAY-TIMER (Available in 2 sizes)

Each month's filler pages bound in a booklet which is carried in a handsome wallet.

	SENIOR COAT SIZE 3½"x6½" @	Quan.	JUNIOR SHIRT SIZE 3"x5" @	Quan.
Full Year Set WITH LEATHER WALLET & Pen ☐Black Morocco ☐Red Cowhide ☐Brown Cowhide	14.95		14.75	
Full Year Set WITH VINYL WALLET & Pen ☐ Black ☐ Red ☐ Bone	10.35		10.15	
Refills, Full Year Set without Wallet and Pan	8.95		8.85	

Lady DAY-TIMER multi-purpose secretary

With the same features of the Pocket Day-Timer plus Purse.	PURSE SIZE 3"x5" @	Quan.
Full Year Set With Red Polished Cowhide Leather Purse & Pen	17.85	
Full Year Set With Red Morocco Finish Vinyl Purse & Pen	10.75	
REFILLS, Full Year Set without Purse and Pen	8.85	

Desk DAY-TIMER

Loose-leaf filler pages are housed in heavy duty binder

	SENIOR COAT SIZE 8½"x11" @	Quan.	JUNIOR SHIRT SIZE 5½"x8½" @	Quan.
Full year filler pages WITH 7-RING BINDER	13.95		13.00	
MONTHLY INDEX, Mylar reinforced	2.25		2.15	
REFILLS, Full Year Filler Pages without Binder & Index	9.45		8.75	

Day-Timers, Incorporated

DEPT. CA-25 Box 1728

ALLENTOWN, PENNSYLVANIA 18105

☐ Charge Diners Club #_____

☐ Charge American Express Acct. #_____

☐ Ship C.O.D. plus shipping charges
Pa. residents add 5% sales tax

☐ Bill me ☐ Bill my company (plus postage-handling)

☐ Check enclosed. Ship prepaid

NAME_____

ADDRESS_____

STATE_____ ZIP_____ CITY_____

STARTING MONTH_____

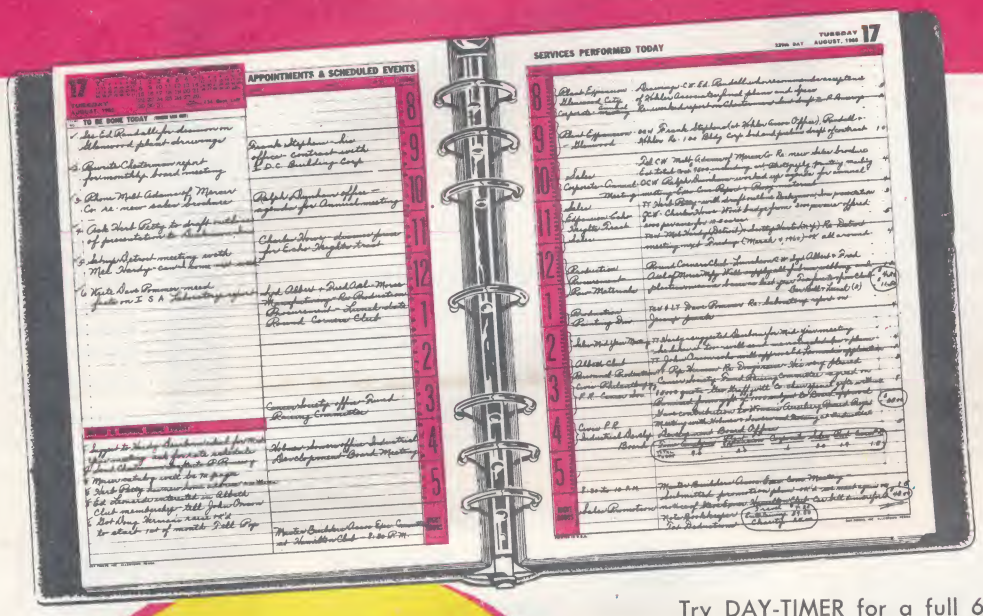
Start my set with Jan., 1967. Include Filler Books for balance of this year FREE! Also, FREE booklets.

a b c d e

ADD MORE *PRODUCTIVE* HOURS TO YOUR DAY...

with the DESK DAY-TIMER...

NO MORE LOST MEMOS, NOTES, TIME!



SAVES THE DAY FOR THE MODERN EXECUTIVE

Unsolicited Testimonials

"The attached letter, along with descriptive materials, was received this morning. As a DAY-TIMER enthusiast since September of this year, I couldn't be more in favor of this valuable organizational tool. Would you be kind enough to send the same letter and materials to the men on the enclosed list?"
—Life Field Manager for a large life insurance company

"I received your Pocket DAY-TIMER yesterday, and I am already convinced it is the finest thing of its kind I have seen. If every salesman had one and used it, he'd be a lot better off, (and if he used my stuff, he'd be set for life!). At any rate as you can see, I'm very happy with it."
—John H. Wolfe, author of "Sell Like an ACE—Live Like A King". Nationally-known sales lecturer and consultant.
John H. Wolfe & Co., New York City

"DAY-TIMER has materially helped me gain the bit of success I enjoy today."
—William L. Wise, Philco Corp.

"I am writing to you in the 'bloom of my enthusiasm' for your product. It appears to have met my every need for territorial organization, planning. follow up, etc., plus the provision for keeping necessary records."
—William F. Siebert,
Eastern Refractories Co., Inc.
Belmont, Mass.

5-IN-ONE

APPOINTMENT BOOK
TICKLER REMINDER SYSTEM
DIARY AND ACTIVITY RECORD
TIME AND EXPENSE RECORD
WORK AND PROJECT PLANNER

START WITH ANY MONTH YOU PREFER!

Try DAY-TIMER for a full 60 days... you won't risk a penny. At the end of 60 days, you be the judge. We're so sure you will be satisfied like thousands of others, that we can make this offer. If you don't like it—return it... we'll make a full refund!

DAY-TIMER makes an excellent gift for business and personal use—write us for quantity discounts.

YOU DON'T RISK ONE CENT
TRY IT FOR 60 DAYS—FULL REFUND

Desk DAY-TIMERS have the same proven functionalized pages used in the Pocket DAY-TIMER... but these are printed on large loose leaf pages housed in a heavy duty seven-ring binder.
Desk DAY-TIMERS have 2 pages for each day's notes and memos... separated into handy sections to provide the records you need most for efficiency.

At the start of each day, the left page tells what you have to do and who you must see. As the day progresses, the right hand page becomes a permanent record of your every activity and service. You can plan and record your day for peak efficiency with the help of your DAY-TIMER. Start making better use of your time right now... mail in the order blank today.

FIRST CLASS
Permit No. 1095
Allentown, Pa.

BUSINESS REPLY MAIL
No Postage Stamp Necessary if Mailed in the United States

postage will be paid by

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AND POCKET DAY-TIMER, INCORPORATED
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